# **PR Marketing Report – Dec 2022**

* Our YouTube channel statistics are amazing – as a percentage it’s up by over 5000%. We gained 30 new subscribers and had over 550 views of the livestream. This is pretty amazing stuff.
* Many thanks to Stephanie for all the posting on Facebook and Instagram! Stephanie will be handing the reigns of social media back to the committee.
* Many thanks to Chris for sending out email campaigns- they look great and we had a great open rate.
* Social media calendar will continue to be updated.
* Website redesign is in progress. A preview screenshot is below. I expect to launch the new Website in January with approval.
* Need dates for auditions after the cabaret.
* Need to get artwork for the railroad shows.

Stats:

* Web visits (90 days)
  + 1100 unique visitors
  + 1954 unique sessions
  + 35% bounce rate (lower is better – though this is debatable with our content)
  + 53% computer, 45% mobile device, 2% tablet/other
* YouTube Chanel Visits/views
  + DEC
    - Views: 768
    - Watch time: 139
    - Subscribers: +/- 30 (67 total)
* Instagram
  + DEC
    - Accounts Reached 205
    - Accounts engaged 58
    - Total Followers 141 (+9)
  + NOV
    - Accounts Reached 310
    - Accounts engaged 64
    - Total Followers 132
* FB Stats
  + - FB Stats are unavailable

